

18<sup>+</sup>

# BASTILLE DAY

Friday 12th July | From 6:30 p.m.

COME CELEBRATE THE FRENCH NATIONAL DAY

ĐỀN LỄ RỒI,  
NÂNG LY THÔI!!!



CCI FRANCE  
VIETNAM



# BASTILLE DAY CELEBRATION

Bastille Day is a solemn and festive day with parades, fireworks and of course delicious French food and beverages.

This is a unique opportunity to share culture, traditions and gastronomy !

Join us to celebrate from 6:30 p.m. to 10:30 p.m.

Ho Chi Minh City | 500 participants | Location 5 stars hotel TBC  
Free flow of beverages and French culinary specialties  
Music and entertainment

Hanoi | 400 participants | Hanoi French Embassy  
Free flow of beverages and French culinary specialties  
Music and entertainment

Entrance ticket: to be defined



# PROMOTE - CONNECT - SUPPORT

CCI France Vietnam (CCIFV) is the first French-Vietnamese business network. It is a non-profit association that brings together the vast majority of French organisations in Vietnam and many Vietnamese companies that have commercial relations with France.

CCIFV is part of the worldwide network of Chambers of Commerce and Industry France International (CCI France International), which brings together 125 chambers in 94 countries.

Since 1989, CCIFV has been providing operational support to companies in their development in Vietnam and in Europe.



# BASTILLE DAY 2023







# BECOME A SPONSOR

Exceptional visibility:

## 2 cities

- Hanoi
- Ho Chi Minh City

## 4 events

- Reception at the French Embassy and Consulate General of France
- CCIFV "Bastille Day" VIP and general public evening, in the presence of the French Embassy and Consulate General of France



# BECOME A SPONSOR

And,

- ✓ Contribute to the promotion of France and the French community;
- ✓ Take advantage of a unique and distinctive opportunity to promote your activities and products;
- ✓ Raise awareness of your brand and meet key players in the local business community;
- ✓ Invite your clients and your teams to a unique festive event to share French culture, traditions and gastronomy.



# BECOME A SPONSOR

		DIAMOND*	GOLD *	SILVER	IN KIND**
Global visibility in 2 cities		120 000 000 VND	65 000 000 VND	25 000 000 VND	Donation of products for CCIFV events
Visibility	Size of the logo	LARGE	MEDIUM	SMALL	SMALL
	Logo on invitations & tickets CCIFV	•	•		
	Logo on Standees & backdrops	•	•	•	•
	Logo on Photocall backdrop	•			
	Logo in the official film	•	•	•	•
	Booth at events in HCMC and HN	LARGE	MEDIUM		•
Acknowledgements	Thank you during the opening speech	•	•		
	Thank you note on social media	•	•	•	•
Invitations to CCIFV events	HCMC + HN	20	8	4	4

\*20% off for our Patron Members

\*\*HCMC = 500 pax, HN = 400 pax

Thank you for your feedback before 09/06/2024  
Additional visibility opportunities: lucky draw, door gift



# EXCLUSIVE DIAMOND SPONSORING

Enjoy a unique visibility as a Diamond Sponsor

DURING THE EVENT

Size of the logo	LARGE
Logo on invitations & tickets CCIFV	•
Logo on Standees & backdrops	•
Logo on photobooth backdrop & on the accessories (#your logo).*	•
Booth at events in HCMC and HN	LARGE
Acknowledgements during the opening speech	•
Invitations to CCIFV events in HCMC & HN	20

POST-  
EVENT

Thank you note on social media	•
Video of the event with your logo at the end	•



\* Exclusive for Diamond sponsors  
\*\*20% off for our Patron Members

120.000.000 VND\*\*



# EXCLUSIVE DIAMOND SPONSORING

Enjoy a unique visibility as a Diamond Sponsor



*\* Logo on photobooth backdrop & on the accessories (#your logo).*



# PRE-EVENT

Our strong and effective communication platform will ensure the success of this year's Bastille Day by boosting the exposure of the event and the visibility of our corporate partners :

## ONLINE COMMUNICATION

- CCIFV website (+4,000 monthly visitors) ;
- Social media (Facebook, LinkedIn) ;
- E-mailings ;
- CCIFV monthly newsletters (+6,000 readers);

## OFFLINE COMMUNICATION

- Flyers and posters ;
- Standees and backdrops during the events;
- Invitations & tickets

## LOCAL PRESS COVERAGE



# RAFFLE OFFERS - DURING THE EVENT

Boost your brand visibility on stage!

Of a value of 5.000.000 VND or more, you benefit from:

- Logo + description of your prize [printed standee];
- Logo + description of your prize (short) [printed lottery voucher];
- Offer your prize on stage during the lucky draw.



# 2023 SPONSORS

## DIAMOND



**BPCE**  
INTERNATIONAL



**MAI HOUSE**  
SAIGON HOTEL


## GOLD



## SILVER / NATURE







If you have any questions,  
please do not hesitate to contact:

HCMC:

- Adam Koulaksezian  
*Executive Director*  
[adam.koulaksezian@ccifv.org](mailto:adam.koulaksezian@ccifv.org)
- Alain Nguyen Pierson  
*Communication & Events Director*  
[alain.nguyen@ccifv.org](mailto:alain.nguyen@ccifv.org)

HANOI:

- Sophie Mermaz  
*Head of Branch*  
[sophie.mermaz@ccifv.org](mailto:sophie.mermaz@ccifv.org)